

## ABSTRACT OF THE DISCLOSURE

The present invention provides a water activating apparatus having a relatively simple structure without the possibility of water leakage and achieving highly efficient activation. An N pole of the permanent magnet and an S pole of the other magnet are vertically arranged above and below a water flow tube so as to be opposed to each other. Concave yokes are formed by molding magnetic metal or magnetic ceramic, with one yoke being attached to encase the N pole of the permanent magnet and the other yoke being attached to encase the S pole of the other permanent magnet. The vertically-arranged concave yokes have a gap therebetween so as not to make a contact at their ends with each other. Furthermore, a non-magnetic conductive metal layer is provided inside the concave yokes. Water is caused to pass through the water flow tube in a direction perpendicular to a direction of magnetic lines of force and a direction of an electromotive current.